



Request for Qualifications for a Report to the Community

First 5 San Joaquin, Children and Families Commission (the Commission) is releasing this Request for Qualifications (RFQ) for services of an agency to create a printed format for the Commission's Report to the Community that is reader friendly, colorful and includes goals of program and how it helps the community.

Funding is made available from the tobacco sales tax that created the California Children and Families Act of 1998 (Proposition 10). The Act established this funding to promote, support, and improve early childhood development for children and their families from prenatal up to age 5 through programs that emphasize family support, parent education, child care, and health services.

Deliverables desired by the Commission during the project are:

- Bi-weekly (written or verbal) status reports to the project manager
- Monthly budget submissions as appropriate
- If required, presentations to the Children and Families Commission and/or Board of Supervisors
- Final product as described in this RFQ

SCOPE OF WORK

First 5 San Joaquin seeks services of an agency to create a newspaper tab with the following goals:

- ☞ Communicate a professional, consistent, coordinated image to target audiences and the general public
- ☞ Be eye-catching, easy to read, innovative, on time, on or under budget
- ☞ Include signature images that are readily recognizable as belonging to the First 5 San Joaquin
- ☞ Reflect cultural competence in the rendering of public documents, charts, graphs, diagrams and program materials that will appeal to a diversity of groups and learning styles/methodologies

The final deliverable will be the placement of a newspaper tab of a "Commission's Report to the Community" that is reader friendly, and includes goals of Commission and how they help the community. It should include photographs of agencies and clients (with written consent) as a two-color

(black and brown) newspaper tab to be included in all “mainline” newspapers throughout the community. Newspaper tab will be up to 20 pages. An additional 100 copies will be made to send to local and statewide policy makers.

It is expected that the agency facilitate print bids and printing, make recommendations on paper quality, and handle all order/delivery logistics. The agency will also oversee copywriting and layout and design based on material provided from different sources. This includes the Evaluation Report submitted by Harder and Co (found on our website at www.ccfc.ca.gov/sjckids). This project is similar to producing an Annual Report. The Commission will provide raw materials and data, although it will need to be refined. It is also expected that the agency will receive bids for the necessary number of tabs and the bid include the delivery to all newspapers.

The newspapers that will need to be included in the bid are as follows:

Manteca Bulletin
Tracy Press
The Record
Lodi News Sentinel

Bids are for the day of the week with the greatest readership.

The selected agency will work collaboratively with the Commission Marketing Committee, Program Coordinator and other Commissioners and staff as needed.

QUALIFICATIONS

The Commission seeks an agency that can demonstrate all of the following qualifications:

- An ability to be flexible in its approach to project development and implementation
- An ability to relate to and connect with the Commission staff and the overall vision of the Commission
- Experience working with government and/or non-profit organizations
- An ability to translate complex principles into community friendly language
- Knowledge and effective use of graphic standards, design criteria, and the use of multipurpose communication tools including response devices and other action-oriented pieces
- Act as a liaison to those vendors as needed for press checks and blue line approvals
- An ability to complete collaterals with an 8-10 week turnaround (see timeline attached)
- An ability to design and implement projects in a cost efficient manner
- An ability to meet the qualifications of the County by obtaining the necessary liability insurance

MANDATORY LETTER OF INTENT

A mandatory Letter of Intent (LOI) is required of all prospective agencies for this contract. A letter, no more than one page, confirming your intent to submit your qualifications, with a one-paragraph description of your agency, submitted on letterhead and signed by an official authorized to bind the agency, is adequate. The deadline for receipt of letters by the Commission is **3:00 p.m. on August 26, 2004**. The Letter of Intent may be mailed, faxed, or sent by email to:

Lani Schiff-Ross
Children and Families Program Coordinator
First 5 San Joaquin
11 S. San Joaquin St, Ste 301
Stockton, CA 95202
Fax: (209) 468-8917
lschiff-ross@sjgov.org

A confirmation of all LOI received by the Commission will be E Mailed.

PROCESS FOR SELECTION

The Commission invites Requests for Qualifications from interested agencies to be submitted no later than September 20, 2004 by 3 pm. Preference will be given to a San Joaquin County agency/firm.

The Request for Qualifications shall include three parts:

(1) A written statement setting forth the following:

Experience and capabilities relevant to the above-stated project

Experience working with projects related to children or family services (as applicable)

List of recent clients, contact information, project dates and brief description of each project

Date your agency was established; location of office and team (including bios) and who will work on this project

Ethnic, cultural, and linguistic representation of principals and staff

Billing policies

Sample product (including your best and most creative brochure work)

Web site address

Other information the agency believes is pertinent to meet the evaluation objectives

(2) Statement of Required Content:

At a minimum, the statement must contain the following information:

- A statement of the scope of the project, as understood by the agency
- Activities to be achieved during the life of the project
- The desired results and/or information to be gathered during the life of the project

(3) Budget

Please include all budgeted expenses, including time for print bidding, production coordination, and press checks. Project costs must be presented in a detailed budget with hourly rates and expenditures. This may be included in the narrative.

TIMETABLE

The estimated* selection process shall be as follows:

Request for Qualifications (RFQ) mailed	August 17, 2004
Mandatory Letter of Intent due	August 26, 2004
RFQ responses due by 3:00 PM	September 20, 2004
Review process	week of September 20, 2004
Notification of Intent to Award	September 24, 2004
Recommendation to Commission	September 30, 2004
Design work begins	November 2004
Completion of collaterals	February 2005

*Applicants will be notified of date changes should they occur

This invitation to submit a letter of intent is not an offer by First 5 San Joaquin Children and Families Commission to contract but is an invitation to interested parties to make an offer, which the Commission may accept or reject at its sole discretion.

The selection of the agency shall be the ultimate decision of the Commission and will reflect the Commission's determination as to which agency it believes will provide the best overall service.

The selection of an agency shall not be conclusively presumed to create any legal or equitable obligations or other duties against the Commission unless or until the Commission actually executes a written agreement with the successful agency.

SUBMISSION INSTRUCTIONS

Please submit, no later than 3:00 p.m. on September 20, 2004, an original (marked "ORIGINAL") and four (4) exact copies (marked "COPY") of all of the above stated requirements. The narrative (section 1 and 2) must be no longer than 5 pages, double spaced, along with the budget (accompanied by a budget narrative). Pertinent information may be included in an appendix.

Deliver to the Commission by U.S. mail or in-person to:

Lani Schiff-Ross, Children and Families Program Coordinator
First 5 San Joaquin
11 S. San Joaquin St., Ste 301
Stockton, California 95202

Postmarks, faxed or emailed copies will not be accepted.

The recommended agency will go before the Commission for approval in September 2004 and to the Board of Supervisors in October/November 2004 for contracting authority. Reimbursements will not be allowed for any costs prior to the authorization of the contract by the Board of Supervisors. If the applicant does not have contracts with the County for over \$100,000, a Purchase Agreement will be completed.